WILLIAM FOX *Presents*

The ROAD to GLORY

THE DEVIL'S OWN HIGHWAY

by
HOWARD HAWKS

with
MAY McAVOY

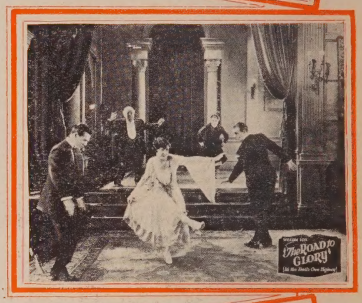
N. T. ALEX, COLLECTION

LESLIE FENTON – FORD STERLING

Scenario by L.G. Rigby – HOWARD HAWKS *Production*

HAND-COLORED Lobby Photos

Striking highlights from "THE ROAD TO GLORY" are illustrated in these hand-colored 11 x 14 as well as the 22 x 28 lobby photos. They are unusually attractive and designed to sell the picture to every person who passes your theatre.



Scenario by
R. G. RIGBY

HOWARD HAWKS
Production

WILLIAM FOX Presents

The Road to Glory

It's the Devil's Own Highway

By HOWARD HAWKS
with
MAY McAVOY
LESLIE FENTON FORD STERLING

THE CAST

Judith Allen	May McAvoy
David Hale	Leslie Fenton
James Allen	Ford Sterling
Del Cole	Rockliffe Fellowes
Aunt Selma	Milla Davenport
Butler	John MacSweeney

N. T. ALEX, COLLECTION

CHANCE, the great unseen, unfathomable force that is the dividing line between happiness and misery, riches and poverty, success and failure in life is the theme of this story. It is Chance that gives Judith Allen her greatest happiness; it is Chance that thrusts her into the depths of human misery and it is Chance that restores to her that happiness of which she had despaired.

With David Hale, a boy whom she adores at the wheel, Judith is found speeding along the highway as she would speed with him through life.

They come to a fork in the road.

"Which way, Judy?" asks David.

"What difference does it make?" Her reply is characteristic of her reckless heart. But it is Chance that shows the way.

An automobile stalled in the road looms up just beyond a bend in the highway. David has two chances—to either hit the machine or run up a steep embankment. He chooses the latter and the machine overturns. But Chance seems kind. David emerges from the wreck unscathed, while a slight bruise over her eye is the sole damage suffered by Judith.

It was chance—or destiny—that made Judith the daughter of Jim Allen. He is not only her father, but her guardian, counsellor and friend—"boy friend," as she calls him. A great bond of sympathy and understanding exists between Jim Allen and his daughter. They are kindred spirits. He is the one person in her life next to David. To Jim, Judith is everything. When she tells him, like a naughty child, that she has wrecked the roadster, he is more interested in her description of the mad drive than the loss of the car. He notices the bruise on her head, however, and advises her to let a doctor treat it. She passes the matter off lightly and resumes her description of David's prowess as a driver.

Allen drews from Judith the confession that she is in love with David, along with the information that she expects the boy to propose that night. When David arrives, Jim, although the thought of losing Judith tugs at his heart, furthers the cause. After he submits good naturedly to a lesson in the Charleston, he withdraws tactfully with the advice to Judith to "show David the gold fish." David tells Judith of his love, but does not actually propose. Judith however, is content to wait.

THE STORY

The next day is Jim's birthday and Judith prepares her present for her "boy friend"—a huge morris chair. She pictures him in it and pantomimes what he will do when he sees it. She writes a card for it, tears it up because it does not adequately express her deep sentiment and writes another. She is supremely happy.

But, Chance—the ever present chance—steps in. Walking home from the office with a friend, Jim Allen stops near some construction work. A brick falls and hits him on the head, killing him.

It is while Judith is still planning her father's birthday reception that the 'phone rings and Del Cole, Allen's business partner, informs the girl of Jim's death. It is like a bolt of lightning out of the sunlight sky. The blow is cruel. She cannot understand it. Gradually, however, the grim reality of life dawns upon her. In her misery, more misery is heaped upon he. The bruises on her head, suffered in the motor mishap with David, becomes painful. She decides to see a doctor and learns that she is in great danger of becoming blind.

Suddenly this little girl, who but a few days before had thanked God for her happiness, is transformed into a bitter agnostic. She wanders from the doctor's office to a park. The same sunshine, the same natural beauty is about her, but she cannot appreciate it. Misery, only misery is her lot. She thinks of her father—and that she must face blindness. Then she thinks of David. She must give him up! She hates God!

That night David arrives at Judith's home ready to ask her to be his wife. He has the blue prints of their home. He is happy and confident, but Judith adheres to her decision.

"Aren't you a little bit premature, David?" she asks him. "I never said I'd marry you. You've been a good friend but—but I don't love you!"

In her heart Judith lies. She loves David with all the fire of her youthful soul, but she lies to spare him the ignominy of her lot. David senses this and tries to protest but Judith drives him, bewildered, from the house. When he leaves she slumps into the great chair she had bought for her father, a pathetic little figure—broken, crushed.

Bitterly, Judith prepares for the future. She buys a book of Braille raised letters when her sight shows signs of further failing. When the salesman asks what she wants, in anger she shouts"Any book!" He wraps up one and the first thing Judith reads is:

"Whom the Lord loveth, He chasteneth—"

She has bought a Braille Bible. In a sudden fury she throws the book into a corner. Religion pursues her and she hates it—she hates everything connected with it.

The telephone rings and Judith answers it sullenly. It is Del Cole.

"I'm giving a nifty little party tonight, Judith," he says. "Just wondering if I couldn't count on you."

Here is an opportunity—a chance to show her contempt for God, for everything. She tells Del she'll go.

At "The Blue Goose" cafe a Salvation Army band is playing across the street. As Judith and Del, with a drunken party drive up, the girl contemptuously calls to a bum who is about to join the salvationists.

"Here's a ten spot," she says. "It will do you more good than that Salvation stuff."

In the midst of the revelry in the cafe Judith goes totally blind. David, who has learned where she is, follows her there but she does not recognize him. The fact is, she does not see him, but when Del asks her why she snubbed the boy she replies vaguely, "Did I?"

"What a fool I am," says Del, "I used to think you were an angel. I'm glad I woke up."

The lights in the cafe go out for one of the cabaret acts and Judith asks Del to take her home. They sneak out unobserved.

In the taxi Del tries to make love to Judith, but she shrinks from him. Although she cannot see, he is unaware of it. Judith gets into her home and Del leaves, but he returns later, fired with liquor, desirous to possess the beautiful girl.

"Are you sure you want me?" Judith asks.

"Want you? Why, I want you more than anything in the world," Del declares. "I love you!"

Then he notices the vacant stare in the girl's eyes. He passes his hand in front of them and realizes the truth. Silently he withdraws, leaving the girl alone—completely alone.

Judith, desolete and utterly blind, seeks escape from civilization with her servants in a lonely mountain lodge. David, however, learns of her whereabouts and follows her there in a raging storm.

Judy tries to drive him away, but David declares that her blindness makes no difference to him—that he loves her.

Outside the storm is raging. A great tree, blown by the high winds, sways from side to side and cracks.

Again it is Chance that steps in.

The tree totters, leaning first one way then the other—finally crashing down upon the cabin.

David is caught under the wrecked roof and seriously hurt, Judy is only slightly wounded. The girl struggles to his aid, but he seems mortally hurt. Medical aid is summoned, but the doctor offers little hope.

Catchlines—Program Punches

Chance gave her happiness, Chance took it away—then Chance returned it again.

* * *

A highway of thrills, a trail of romance—that's "The Road to Glory."

* * *

A vivid drama of Fate with a beautiful girl as its victim.

* * *

Directions for finding perfect entertainment—take "The Road to Glory."

* * *

"The Road to Glory"—there's folly at the start, temptation along the way and disaster at the end.

Vivid Drama of Fate and Chance

(Use In Advance)

High-Powered Cast Seen In "Road To Glory"

May McAvoy, Leslie Fenton and Ford Sterling In Feature Role

HIGHLY DRAMATIC FILM PRODUCTION

Good casts are the rule rather than the exception in motion pictures nowadays, but the list of players offered by Fox Films in its latest production, "The Road to Glory" is one of rare ability. The picture comes to the..... ..... Theatre ..... for a run of.....days.

May McAvoy, whose dramatic conceptions are among the finest in picturedom, has the featured role of Judith Allen and one which is believed to be the best of her career. The story is based upon Chance—the unseen, unexpected and the great part it plays in the life of this girl. From the heights of a happy existence she is plunged to the depths of despair and swept through a gamut of human emotions each more startling than the other.

Leslie Fenton, whose great work in "Havoc" brought him to the front as one of the best dramatic juveniles, is seen as David Hale, Judith's sweetheart. Fenton has several scenes in this picture that will add to his achievements.

In the role of Jim Allen, Judith's father, is Ford Sterling. Although short, the part is important and Mr. Sterling, splendid actor that he is, handles it with a deftness worthy of his genius.

Rockliffe Fellowes plays Del Cole, the villain, and handles the role in a manner that makes this character effective yet inoffensive. Milla Davenport as Judith's aunt and John MacSweeney as the lovable old family butler, complete a small but high-powered cast.

"The Road to Glory" is an original story by Howard Hawks and was directed by the author.

FORD STERLING WAS ONCE DUTCH COMEDIAN

Ford Sterling, who plays May McAvoy's father in "The Road to Glory," Fox Films dramatic adaptation of Howard Hawks' story, coming to the .....Theatre ..... started his screen career in two-reel comedies as a Dutch comedian. It was his characterization of the Louis Mann and San Bernard order on the stage which first attracted the attention of Mack Sennett. Since that time, however, Sterling has developed.

MAY McAVOY AND ROCKLIFFE FELLOWES IN "THE ROAD TO GLORY" — A WILLIAM FOX SUPREME ATTRACTION

2 Col. Scene Cut No. 2

ROCKLIFFE FELLOWES FINDS NOVEL CURE FOR VICTIM OF NIGHTMARES

Rockliffe Fellowes, who plays the heavy in "The Road to Glory," Fox Films latest production, which comes to the.....Theatre..... for.....days, in which May McAvoy and Leslie Fenton have the leads, has a trail of gentlemanly villainies.

Along the trail is a bit of humor that was staged in New York. It features the ride of a horse in a taxi down Fifth Avenue.

An actor friend, who was the victim of nightmares, broadcast the fact that he had been cured

Fellowes heard all about the cure three or four times. Then he decided he had had enough. One of his friends in vaudeville owned several high school horses. They went to the stables in a cab, loaded in the smallest horse and drove along Fifth Avenue to the hotel where the reformed victim of insomnia lived.

They took the horse up the baggage elevator and into the reformed insomnia victim's room. Then they had the horse stretch himself out on the bed.

The reformed insomnia victim went on a trip to Cuba.

May McAvoy's role in "The Road to Glory" is the most dramatic one she has ever created. In the cast of the picture are Leslie Fenton, Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

MAY McAVOY PLAYS HERSELF ON SCREEN IN "ROAD TO GLORY"

May McAvoy, featured player in Fox Films "The Road to Glory," coming to the.....theatre ..... shows herself to be an accomplished equestrienne in many of the scenes in this fascinating picture.

As Judith Allen, the beloved daughter of the gruff, but kindly Jim Allen, she has been raised in a fashion more suited to a boy than a girl. She has been her father's constant companion and chum—and following his teaching, has a boyish code of sportsmanship and honor. She rides, drives a car, swims, golfs and indulges in all the healthy out-of-door sports she can find.

But with all her athletic existence she is not mannish—far from it. She is entirely feminine, interested in all feminine things, her charm only heightened by her daring and boyishness.

Miss McAvoy is supported by a particularly well chosen cast which includes Leslie Fenton, Rockliffe Fellowes, Ford Sterling, Milla Davenport and John MacSweeney.

Howard Hawks, who directed the production for Fox Films, is also the author of the story from which the picture was adapted.

Ford Sterling Recalls Old Days of "Box Houses"

Did you ever hear of "Box-Houses" in the entertainment world? Unless you are an old timer with a gift of memory, you never did.

Ford Sterling, who plays Jim Allen, May McAvoy's lovable father and pal in "The Road to Glory," Fox Films screen version of Howard Hawks' story, which comes to the..... theatre.....for.....days, was in a reminiscent mood on the set one day, recalling the early days of his career which brought him to "box-houses."

Sterling began his public career at ten years of age as a circus acrobat, becoming known as Keno, the Boy Clown. An injury put an end to this, however, and boat shows and box-houses were the call.

"A box-house," explained Mr. Sterling, "were much like the beer gardens of later years and the cabarets of a more recent period—only not as ornate. They got their name from the stall like arangement where 'hostesses' entertained the gentlemen customers.

"My job was to sell bouquets to the girls, who induced the Johnnies to buy them. In between times I sang illustrated songs. It was a great game —this selling of bouquets, which in most cases were made of imitation violets, with a few real ones tucked in to make them smell right. I'd get a quarter a bunch. Ten cents would go to the house, ten cents to the girl who negotiated the sale and a nickle to me. Then the girls would turn the bouquets back to me and I'd sell them over again."

With Miss McAvoy and Mr. Sterling in "The Road to Glory," which was directed by Mr. Hawks, the author, are Leslie Fenton, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

MAY McAVOY STARTED CAREER AS A MODEL FOR PHOTOGRAPHER

May McAvoy, whose charm and vivid dramatic conceptions have graced many fine motion pictures, and who is featured now in Fox Films' production, "The Road to Glory," which comes to the.....theatre..... for.....days, got her first experience before a camera as a photographer's model. After she graduated from Wadleigh High School, New York City, Miss McAvoy went to work posing for the leading photographers of the city. It was but a short step to motion pictures and she took it six months after leaving school.

Beauty ! — Riches ! — Love ! — Chance !

(Use In Advance)

May McAvoy Wears Many Gowns In Her Latest Picture

May McAvoy had so many changes of costume to make in Fox Films production "The Road to Glory," coming to the.....theatre..... that they had to build her a special dressing room on a corner of one of the stages at the Fox West Coast Studios.

The big Fox lot spreads over two square blocks and Miss McAvoy would have had to walk four blocks every time she changed her wardrobe if these special arrangements had not been made.

In "The Road to Glory," Miss McAvoy is cast as a lovable little America girl who through chance goes from supreme happiness through utter misery—and back to happiness and love again. It is a story, intensely human from beginning to end—different from the usual run of pictures in plot and treatment, and entirely satisfying in that it tells of present day life in a present day manner.

Supporting Miss McAvoy is an all star cast which includes Ford Sterling, Leslie Fenton, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

Howard Hawks, author of the story, directed the production.

1 Col. Ad Cut No. 3

Fenton Swears Allegiance To White Shirts

Leslie Fenton, the promising young Fox Film juvenile, is indeed the personification of "What a Well Dressed Young Man Should Wear," in "The Road to Glory," coming to the..... .....theatre.....for ..... days. But, he says that the young actor wishing to be well dressed and at the same time avoid difficulties should never appear in anything other than a white shirt.

Up-to-the-minute haberdashery is liable to lead one into all kinds of mix-ups according to Leslie. He ought to know.

It seems Leslie appeared in one scene in the latest number in shirts—blue with a hair-line check of a contrasting color running through. Very good looking, everyone on the set told Leslie.

But the trouble with shirts of all kinds is that they are so likely to get soiled, especially around the collar when one wears make-up—and the most logical place to send a shirt in that condition is to the laundry.

Which is just what Leslie did!

Then came the call from the Director for Leslie to appear in the same outfit he wore in scene such and such —and the difficulty began.

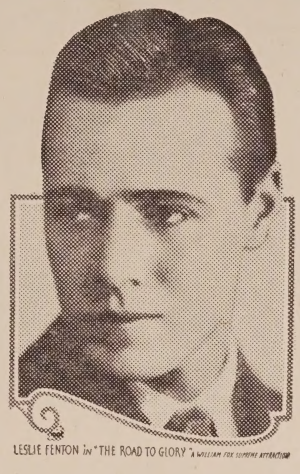
Franctically Leslie called his housekeeper—only to find out from that friendly oriental that "Yes, Mr. Leslie, the man left a long time ago with the laundry——"

At which Leslie issued instructions in no uncertain terms for the boy to get the laundry as fast as he could and clean the shirt himself.

It all turned out all right—fortunately—but Leslie has resolved hereafter to stick to white shirts that are easily "doubled."

"The Road to Glory" is the screen version of an original story by Howard Hawks, who also directed the production for Fox Films. May McAvoy is featured in the role of a clever, energetic and lovable little rich girl who passes through many dramatic experiences.

Others in the cast are Rockliffe Fellowes, Ford Sterling, John MacSweeney and Milla Davenport.



1 Col. Scene Cut No. 4

May McAvoy Trains For Speed Shots In "The Road To Glory"

The opening shot of May McAvoy and Leslie Fenton in "The Road to Glory," Fox Films version of Howard Hawks' original story, directed by the author, and which is coming to the..... .....theatre..... for..... days, finds them speeding along the highway in a racing car. Unconscious of the fact that she was to make such a scene, Miss McAvoy had been training for two weeks in a brand new straight eight roadster that she had received as a birthday gift.

Tempted by beautiful California roads, May had been dodging speed cops day in and day out as she whizzed forty—fifty—sixty miles an hour and the experience came in very useful when she was called for the leading role in the Fox picture.

In the picture, however, her joy ride comes to grief when the car, driven by Fenton, swerves and collides with an embankment. The accident, which is apparently trivial, plays a big part in the story. As the result of a slight injury, Miss McAvoy goes blind and from the heights of an ecstatic existence she is plunged to the depths of despair. The story is based upon the great part chance plays in human lives.

The cast of "The Road to Glory" includes, besides Miss McAvoy and Mr. Fenton, Rockliffe Fellowes, Ford Sterling, Miss Davenport and John MacSweeney.

Chance Plays A Big Part In "Road To Glory"

Chance—the great unseen, yet all powerful element in human lives furnishes the motive for "The Road to Glory," Fox Films' dramatic version of Howard Hawks' original story, which comes to the..... theatre.....for a.....day run. May McAvoy and Leslie Fenton have the featured roles, with Ford Sterling and Rockliffe Fellowes in important characterizations.

It is Chance that causes Judith Allen to take one road when another beckoned, resulting in an accident which helps to change her from a happy, spirited girl to a blind, bitter agnostic.

It is Chance that guides her into the crimson paths.

And it is Chance that restores to her the sweetheart whom she had cast aside and brings back a faith and happiness discarded.

"The Road of Glory" was directed by Mr. Hawks, the author, and he has made a natural, moving and powerful picture. It rises from light, scintillating entertainment to a dramatic crescendo that will grip you and offers opportunities for the finest scenes Miss McAvoy has yet enacted before a camera.

The cast has been selected with admirable fitness and their performances blend into a perfect dramatic entity. Leslie Fenton is seen as the youthful sweetheart of Judith Allen. Ford Sterling is her "boy friend," as she calls her father; Rockliffe Fellowes is the villain, Milla Davenport the girl's aunt Selma and John MacSweeney the butler.

1 Col. Scene Cut No. 5

Picture With High-Speed Excitement

(For Use During Run)

Hawks Directs "Road To Glory" From Own Story

"The Road to Glory," Fox Film production featuring May McAvoy, showing at the.....theatre, has the unique distinction of being directed by the author of the original story from which the picture was adapted. The director-author is Howard Hawks. The director-author, however, is not so sure that it is an easy matter to make screen characters out of his own brain children.

"It sounded like an easy thing to do, I know," Mr. Hawks, said, "but honestly after one has written a story and practically lived the lives of the characters themselves while creating the plot and atmosphere it was far from being an easy matter.

"The fact of the matter is that it was almost like writing the story over again—and it was positively uncanny sometimes to see your characters come to life right under your eyes.

"Of course in my case, where I had the chance of supervising the selection of characters for the parts, it was more uncanny than ever. May McAvoy is really little Judith herself—with all her wilful wistful charm and strong sense of humor. Leslie Fenton to me is typical of the average clean-cut youth of today and fits ideally into the role of David Hale as it was written.

Ford Sterling comes up to every expectation as Jim Allen, who after all is the average indulgent and admiring American father with an only daughter to raise

"Of course there are those who will raise their eyebrows at Rockliffe Fellowes in a heavy role—but the Del Cole in my story is just a very busy business man about town. He really only follows Judith's lead when he enters on the heavy part of his character.

"Even the two old retainers in the Allen household are just as I pictured them. Milla Davenport is just the kind of person one would choose to help bring up an orphaned daughter—and John MacSweeney is certainly a very real old servant—one of the kind who is part of the family and not to be fired under any circumstances.

"As far as direction goes — it is simply a matter of telling the people how the characters you created reacted to certain situations."

"The Road to Glory" is a tremendously entertaining story of modern people with a plot that holds the attention from the first flash on the screen. Miss McAvoy is featured at the head of the all-star cast. It is the first of the series of pictures Howard Hawks is to make for Fox.

JUDITH FINDS HAPPINESS AT LAST

MAY McAVOY AND LESLIE FENTON IN "THE ROAD TO GLORY"
A WILLIAM FOX SUPREME ATTRACTION

2 Col. Scene Cut No. 6

May McAvoy in "The Road to Glory" plays the strongest dramatic role in her career. She is ably supported by an all star cast including Leslie Fenton, Ford Sterling and Rockliffe Fellowes.

MAY McAVOY LEARNS NEW PARLOR TRICK

Did you ever try to pass a lighted match before your open eyes without blinking? It's a good trick if you do—and just as good if you don't.

May McAvoy has a scene in "The Road to Glory," now at the.....theatre, where she goes blind and tests her sight with a lighted match. It took one whole morning and a week of practice before the scene was made to accomplish it.

"And," May told Leslie Fenton later, "if you don't think it's a tough trick—try it some time."

Fenton did—with distressing results.

In "The Road to Glory" with Miss McAvoy and Fenton are Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney. It is directed by Howard Hawks, author of the story.

MAY McAVOY WAS BORN IN NEW YORK

May McAvoy, the entrancing little screen beauty who has the feminine lead in "The Road to Glory," Fox Film production based upon Howard Hawks' original story, now at the.....theatre, has the distinction of being one of very few motion picture players who were born in New York City.

Hollywood, although the mecca of the nation's artistic leaders and which draws its populace from every city on the globe, boasts very few real New Yorkers. Miss McAvoy first saw the light of day in an apartment at Forty-first Street and Madison Avenue, near the old Murray Hill Hotel and the Grand Central Station.

Miss McAvoy's role in "The Road to Glory" is one of a girl whom Chance leads through some of the most dramatic circumstances that have ever been put on the screen. In the cast are Leslie Fenton, Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

Leslie Fenton Is "Huck" Finn Only Grown-Up

Leslie Fenton, who plays the part of David Hale in Fox Films production "The Road to Glory," now at the .....theatre, in which May McAvoy is featured, started his career in Liverpool, England. Just before the outbreak of the War, the Fentons moved to America and settled in Columbus, Ohio, where Leslie's father started a shoe factory.

Here Leslie obtained his high school education, entering Ohio State University after he had completed the preparatory course. But Leslie inherited a wandering spirit from his mother's people who hailed from Kilarney, Ireland. So, without consulting faculty or family, Leslie started out to see the world in his own way.

Thus began a trip of adventure and interesting experiences—the basis for a series of short stories the young actor hopes to write some day—ending when Leslie arrived in New York without a penny in his pocket, and no food for three days.

Fenton obtained work through the help of the Salvation Army and it wasn't long before he was domiciled in Greenwich Village, writing industriously at night. Through the friends he made there he got his first dramatic opportunity and made his first appearance with a small group of players in "My Son." After that he played two seasons with Stuart Walker in the Portmanteau Plays.

Leslie came to Hollywood two years ago. His first appearance before the camera was in "Gentle Julia." This was followed by a small bit in the Fox Films production, "As No Man Has Loved," which brought about a chance in other Fox Films including "East Lynne" and "Havoc."

His work in these last two pictures brought him to the attention of the heads of the studio and a long term contract. Since signing with Fox Films Fenton has played prominent parts in "Lazybones" and "The Ancient Mariner" and the leading role in "Thunder Mountain."

In "The Road to Glory," Leslie is the average wealthy young chap. He is very much in love with Judith Allen, the delightful little girl in the picture—their romance forming the basis of the plot.

May McAvoy is featured in the leading role of Judith. Others in the cast are Ford Sterling, Rockliffe Fellowes, John MacSweeney and Milla Davenport.

Folly! — Temptation! — Disaster!

(For Use During Run)

May McAvoy Took Make-Up Pointer From Barrymore

Had Difficult Problem Trying to Portray An Ugly Girl

May McAvoy, one of the screen's most winsome daughters, who plays the dramatic role of Judith Allen in "The Road of Glory," Fox Films version of Howard Hawks' story, directed by the author, now at the.....theatre, borrowed a page from John Barrymore's make-up book for one of her important characterizations. It was in a picture wherein the little beauty had to appear as an ugly girl. Anyone who has seen Miss McAvoy realizes what a complete metamorphosis this required.

"My director and I were in a quandry," said Miss McAvoy, telling of the incident, "I had put on a putty nose and used every other device imaginable, but the required ugliness was still lacking. Then I thought of John Barrymore in 'Dr. Jekyll and Mr. Hyde' and of the terrible tusks he used in the make-up. It was the key to the situation. Mr. Barrymore told me he had the tusks made by his dentist. I found the man and had a complete set of projecting teeth made to fit over my own, which threw my face entirely out of shape. This, supplemented by a putty nose, made me look so different that I did not know myself. It is remarkable what you can do with make-up if you give some time and thought."

In "The Road to Glory" Miss McAvoy appears as her own sweet self, but in much of the picture she has to portray a blind girl. It is the first time she has attempted such a role. The deep drama of the story gives her one of the finest opportunities of her career.

Leslie Fenton plays opposite Miss McAvoy. Others in a splendid cast are Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

MAY McAVOY HEADS EXCELLENT CAST

May McAvoy has the leading feminine role in "The Road to Glory," Fox Film production, directed by Howard Hawks, author of the story, now at the.....theatre. It is a story of Chance and its influence upon the life of a little girl, who ultimately becomes an agnostic, who only to be returned to faith by the same Chance. In the cast with Miss McAvoy are Leslie Fenton, Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

WILLIAM FOX
presents

The ROAD TO GLORY

(IT'S THE DEVIL'S OWN HIGHWAY)

by HOWARD HAWKS

with

MAY McAVOY

LESLIE FENTON ~ FORD STERLING

Scenario by L. G. RIGBY

HOWARD HAWKS *production*

2 Col. Ad Cut No. 7

MAY McAVOY BUYS COMEDY AUTO HORN

May McAvoy, the beautiful little star who is featured in Fox Films production, "The Road to Glory," now at the.....theatre, was given a straight eight right roadster for her birthday recently. So, she decided to equip the thing with a horn worthy of the car. Accordingly, she bought one of those ornate things with six or seven tunes.

"Great horn you've got there," commented Leslie Fenton.

"Yes," agreed May, "but the trouble is that no one takes it seriously. When I blow it people stand in the middle of the road and laugh."

HOWARD HAWKS FROM FAMILY OF ATHLETES

Howard Hawks, the twenty-eight year old author - director of "The Road to Glory," now at the.....theatre, is an athlete of an athletic family. While at Cornell, Hawks won the inter-class tennis championship two years in succession.

But Hawks conceded athletic honors to his brother.

"The Road to Glory" is Howard Hawks' first picture as a director. It is an original dramatic story by the director featuring May McAvoy, with a cast including Leslie Fenton, Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

Fenton Product of Celebrated Morosco Stock

Attracted Attention of Fox Officials When Transient Minstrel

Leslie Fenton, who plays the leading juvenile role opposite May McAvoy, in "The Road to Glory," Fox Film production, now at the.....theatre, is a dramatic product of the celebrated Morosco Stock Company of Los Angeles, which supplied to motion pictures such personages as Douglas McLean, Richard Dix, Edmund Lowe and Lewis Stone.

It was while young Fenton, a transient minstrel, was appearing in a Morosco production that he first attracted the attention of Fox Films officials, leading to his being cast in "Gentle Julia," a screen version of Booth Tarkington's novel. Several small parts led to a dramatic bit in "Havoc," Fox version of the celebrated English war play, and a contract with Fox Films. Since then Fenton has done conspicuous work in "East Lynne," "Thunder Mountain" and "Lazybones."

Fenton's name goes up along side of many celebrated individuals of the stage and screen who first drew the spotlight in the Morosco company. Some of them are Bessie Barriscale, William Desmond, Robert Z. Leonard, Lenore Ulrich, Walter Catlett, Eddie Cantor, Charlottes Greenwood, David Butler, Frances White, James Gleason, Charles Ruggles, Norman Trevor, Jane Cowl, Eleanor Painter and Leo Carillo. There are many, many more, but these few will serve to create an impression of the high-powered dramatic atmosphere whence young Fenton comes.

Leslie has a highly dramatic role in "The Road to Glory," paralleling that of Miss McAvoy. It is a story by Howard Hawks, the director, based upon the great part Chance plays in human lives. Others in the cast are Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney.

DIRECTOR HAWKS IS ALSO AUTHOR

Howard Hawks, who directed his first dramatic production, "The Road to Glory," for Fox Films, now at the .....theatre, wrote the story himself. He is also the author of "Dangers of a Great City," which Fox Film is making with Pauline Starke and Rockliffe Fellowes in the featured roles.

May McAvoy has the lead in "The Road to Glory."

"It's The Devil's Own Highway"

(For Use During Run)

Ford Sterling Tells Fish Tale With Rare Form

Ford Sterling, the amiable and indulgent father of May McAvoy in Fox Films' production "The Road to Glory," now at the..... theatre, has a fish story to tell in one sequence—and by the ease with which he related his tale there were those on the set who surmised aloud that Mr. Sterling had had a lot of practice in this art.

Mr. Sterling, of course indignantly denied the allegation—but the doubt remained in several minds.

In "The Road to Glory," Mr. Sterling is an understanding sort of parent whose chief aim in life is to further the happiness of his daughter Judith. The bond between the two is wonderful. He is her counsellor, guardian, pal and advisor—her "boy friend" she calls him—and his sudden death comes as a blow she cannot understand.

Added to her grief comes the knowledge that an injury, the result of an automobile accident, is likely to bring about her blindness. The combination of the two, which seems to her to be an end to all her happiness, turns her into an agnostic.

However, Fate is not as relentless as she thinks and she is saved from ruining her life—and regains her sight through another accident.

May McAvoy is featured in the role of little Judith Allen. Leslie Fenton plays the part of the boy with whom she is in love. Others in the cast are Rockliffe Fellowes, Milla Davenport and John MacSweeney.

Howard Hawks, author of the story from which the picture was adapted, directed the production.

LESLIE FENTON, MAY McAVOY AND FORD STERLING IN "THE ROAD TO GLORY" A WILLIAM FOX SUPREME ATTRACTION

3-Column Scene Cut No. 8

MAY McAVOY HAS HAD LAUGHLESS CAREER

May McAvoy, the beautiful little screen star, who is featured in "The Road to Glory," Fox Film production directed by Howard Hawks, now at the.....theatre, has a very perplexing problem. She cannot convince her friends that she has a sense of humor. May has never got a laugh in the pictures in the eight years of her career. Her great dramatic talent has always taken precedent and resulted in her being cast in highly emotional roles. The part of Judith Allen in "The Road to Glory" is probably the most dramatic part she has ever played. It is a story of the stark tragedy Chance can bring into human lives.

In the cast of "The Road to Glory" with Miss McAvoy are Leslie Fenton, Ford Sterling and Rockliffe Fellowes.

ROCKLIFFE FELLOWES PLAYS VILLAIN, BUT YOU WILL LIKE HIM

Rockliffe Fellowes is the "heavy" in Fox Films production "The Road to Glory," a story of modern life adapted from an original tale by Howard Hawks, the director, now at the..... ..... theatre.

This is a new type of a character for Mr. Fellowes, but one which gives him the opportunity to do some splendid acting and to show his versatility. As Del Cole, business associate of Judith's father, Mr. Fellowes is the typical American business man. His part as a villain is rather forced upon him, in that he follows Judith's lead as she intends he should when she wants to disillusion David Hale.

Mr. Fellowes makes the character very real and human—a person whom one is not inclined to censure too much for his short comings.

Dainty May McAvoy is featured in the leading role of Judith Allen. Leslie Fenton is cast as David Hale, her sweetheart. Ford Sterling proves himself to be an actor of no mean ability with his portrayal of Jim Allen, her father.

PAINT CLOTHES ON TILLER DANCER IN NEW FOX PICTURE

It took a lot of ingenuity but not much effort on the part of the seamstress to make the novel costumes worn in the Star Dance by the celebrated English Tiller Girls in Fox Films "The Road to Glory" now at the ..... theatre, for the dancers in the cabaret were dressed in nothing more than black tights, flesh colored, skin-fitting bodices—some glue and a lot of silver sparkles.

Just before the scene was to be taken the dancers were placed on long rough tables behind the scenes. Then three painters painted them with glue and sprinkled silver powder over them until they glistened like moulten silver. After that they put on star shaped head dresses from which black masks hung over their faces.

The dance is most effective, being done against a black velvet back drop with white lights turned on the dancers.

In the cast are May McAvoy, Leslie Fenton, Ford Sterling, Rockliffe Fellowes, John MacSweeney and Milla Davenport.

Howard Hawks, author of the story from which the picture is adapted, directed the production.

JOHN MacSWEENEY, OLD STAGE FAVORITE, IN "ROAD TO GLORY"

Fox Films' "The Road to Glory" now at the ..... theatre is but the second picture in which John MacSweeney, the jovial old butler has appeared. A rank "amateur" he calls himself. But after getting down to the facts of the matter it is discovered that Mr. MacSweeney left the New York stage where he was very much in demand to take a part in a production for Marshall Neilan—and that the pictures held such a fascination for him that he decided to stay before the camera for a while.

Mr. MacSweeney started out as a boy baritone on the English concert stage. Having made a name for himself on the Continent he came to America where he appeared in light operas and musical shows. In "The Road to Glory" he plays a jovial old butler and his rotund personality adds many laughs to the picture.

Dainty May McAvoy has the leading role. She is Judith Allen, raised by an adoring father as his pal—a typical happy American girl who experiences a series of startling and dramatic episodes.

Reviews That Editors Will Print

"Road To Glory" Right Route To Entertainment

All-Star Cast In Fox Films Production Headed By May McAvoy

"The Road to Glory" is the right route to an afternoon or evening of ideal entertainment. This picture has reached the screen as a Fox Films production and had its first local presentation yesterday at the..... ..... Theatre where it will continue its engagement until.....

Here at last is a picture that will carry an appeal for every one. It will evoke the approval of those who are looking for the best from the screen. The story is one of real dramatic strength, proving through a series of closely-knit situations that love and faith are the signposts to the road to glory.

The cast is of even excellence. May McAvoy in the lead achieves a genuine personal triumph as the girl who had everything to live for and yet suddenly found herself divested of everything that made existence worthwhile. How she was made over from a happy, light-hearted girl into a bitter and cynical agnostic supplies the thread of the story until events transpire to achieve her spiritual regeneration once more.

Leslie Fenton, a youth of fast increasing popularity, has the role of the steadfast sweetheart who helped bring the girl he loved to a realization of herself. The father is played by Ford Sterling and with this characterization he proves himself a capable exponent of dramatic acting, though the majority of picturegoers are more familiar with his comedy portrayals.

The unity and keen spirit of the story is due in all probability to the dual influence of Howard Hawks, who not noly wrote it but also acted in the capacity of its director. This direction is at all times smooth and convincing and spells real achievement for Mr. Hawks' professional standing.

"The Road to Glory" reflects credit to all who had any hand in its making. It emerges as different from the ordinary run of pictures both in its ability to hold the spectator's interest and convey to him a message that is both entertaining and worth carrying away from the theatre. When the outstanding film events of the current season are finally summarized, this Fox Films production is going to be well up to the fore.

In the case of this picture we would like also to commend the work of the photographer who has achieved some beautiful effects with his camera. Also a decided distinction has been added by the attractiveness of settings which help make it a perfect production from a technical as well as from a dramatic standpoint.

Take "The Road to Glory." It's worthy of your choice.

Fenton, Sterling Aid May McAvoy

May McAvoy, Leslie Fenton and Ford Sterling are the feature players in "The Road to Glory," latest Fox Films production which closes a..... ..... day's engagement at the..... ..... theatre tonight.

The story is of a carefree, reckless and loving girl who suddenly finds the hand of fate against her. She loses faith in life and God and suddenly goes blind. How she finds herself makes on of the strongest film stories seen here in some time.

Miss McAvoy does justice to an excellent part and is ably assisted by a strong cast. There is never a dull moment in the picture, which is filled with thrills, pathos and humor.

"Road To Glory" with May McAvoy

May McAvoy travels the devil's own highway in "The Road to Glory" which will be shown for the last time tonight at the .....theatre. The dainty star is excellently cast and is ably supported by Leslie Fenton, Ford Sterling and a cast of stellar players.

Miss McAvoy portrays a rich, carefree, reckless girl who suddenly finds the hand of Fate turned against her. How she recovers her happiness is a story that will long linger for its romantic thrill.

Howard Hawks wrote the story of "The Road to Glory" and in addition, directed the production for Fox Films.

"Road To Glory" Ends Run Tonight

"The Road to Glory," Fox Films production starring May McAvoy, which has scored a huge success at every performance at the..... theatre this week, ends its local engagement with the showing tonight. It is a picture you will always regret missing. The petite leading lady is at her best in this drama. She has a part that appears built for her and she gives an excellent account of herself.

Supporting her are Leslie Fenton, Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney. The picture was directed by Howard Hawks, who also wrote the story.

"Road To Glory" Is Fascinating Picture Theme

Howard Hawks Realizes Every Opportunity In Developing Drama

The role that Chance plays in shaping our destinies is the fascinating theme which Howard Hawks took for his story "The Road to Glory," which he has personally directed for Fox Films. The picture is now the current attraction at the .....Theatre.

The opportunities for drama in developing this theme have been realized to the utmost. At the start of the picture we see Judith Allen, a typical girl of today, good-looking, rich and in addition possessing the highest possible ideals. A benevolent fate has given her all these things in addition to the love of young David Hale and the devotion of her father, Jim Allen.

Suddenly, Chance ceases to treat her as its favorite child. While speeding in her roadster with David the car overturns and though the results of the accident are not at the time considered serious, Judy's forehead is slightly injured. Not many days later a second accident occurs—her father is the victim. When he is brought home dead the shock aggrevates the injury to the girl's head and soon she is confronted with a doctor's tragic verdict that she will in a short time be totally blind.

Then Judith who a little while ago looked on life as a happy opportunity, is now suddenly transformed into a bitter agnostic. She denies her love for David, unwilling to have him share with her the bleak future ahead. On his part, however, love remains constant since he believes that Judy has lied and some day will consent to marry him.

Meanwhile, what little time remains she determines to spend in blaspheming those things which she has always held sacred. Del Cole, a ne'er-do-well who is infatuated with her, aids her in this respect. When he discovers her affliction, however, he deserts her and slowly the futility of her attitude becomes evident to her.

Judith then seeks escape from civilization by starting for a lonely mountain camp. She is followed by David, determined now that he will bring her to her senses and an acknowledgment of the love he is sure she feels. The climax is exceedingly dramatic.

May McAvoy Best In Her Latest

May McAvoy is at her best in the latest Fox Films production, "The Road to Glory." The little star adds charm to her romantic portrayal of Judith Allen, carefree, happy girl, who suddenly finds that Chance, which has always smiled on her, has turned.

"The Road to Glory" has had a most successful run in this city and with the final showing tonight at the..... ..... theatre ends its local engagement. Those who have not yet seen this picture should take this last opportunity.

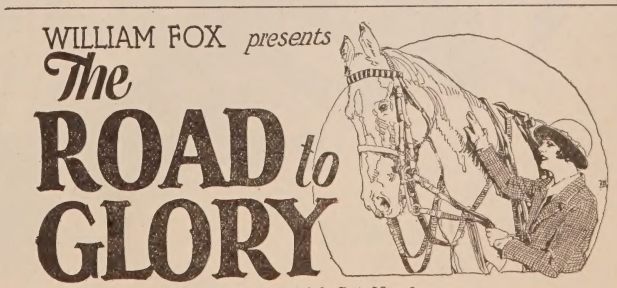
Supporting Miss McAvoy are such well-known players as Leslie Fenton, Ford Sterling, Rockliffe Fellowes, Milla Davenport and John MacSweeney. Howard Hawks wrote the story and directed the picture.

"Road To Glory" Has Drama, Humor

Drama, pathos, thrills, laughs, all are found in "The Road to Glory" latest Fox Films production which ends its local engagement at the..... ..... theatre tonight.

May McAvoy, dainty film star, is seen at her best in the part of carefree Judith Allen, who suddenly finds her happiness shattered by circumstances. From a happy, reckless girl she becomes, overnight, a cynical woman. How she eventually finds happiness makes one of the finest motion picture stories seen here in some time.

Also cast in prominent roles are Leslie Fenton, Ford Sterling and Rockliffe Fellowes.



2-Column Ad Cut No. 9

Additional Reviews — Last Day Notices

Plenty of Drama In Fox Films 'Road To Glory'

Excellent Cast Headed By May McAvoy Seen In Excellent Picture

Drama aglow with reality and vibrating with life summarizes briefly what you may expect from "The Road to Glory," a new Fox Film which began its engagement at the..... Theatre yesterday and will continue there until next.....

Endowed with a cast of dependable artists, this production written and directed by Howard Hawks, should win a conspicuous place among the best offerings of the season. Such excellent players as May McAvoy, Leslie Fenton, Ford Sterling and Rockliffe Fellowes have been placed in the roles of first importance and carry through to the end with all the conviction which rare dramatic ability alone can supply.

The plot is built around the life of a rich and beautiful girl who is endowed with all the material and spiritual blessings possible. Through a series of events one thing after the other is taken from her until she finds herself looking ahead to a drab and bleak future with the terrifying prospect of total blindness.

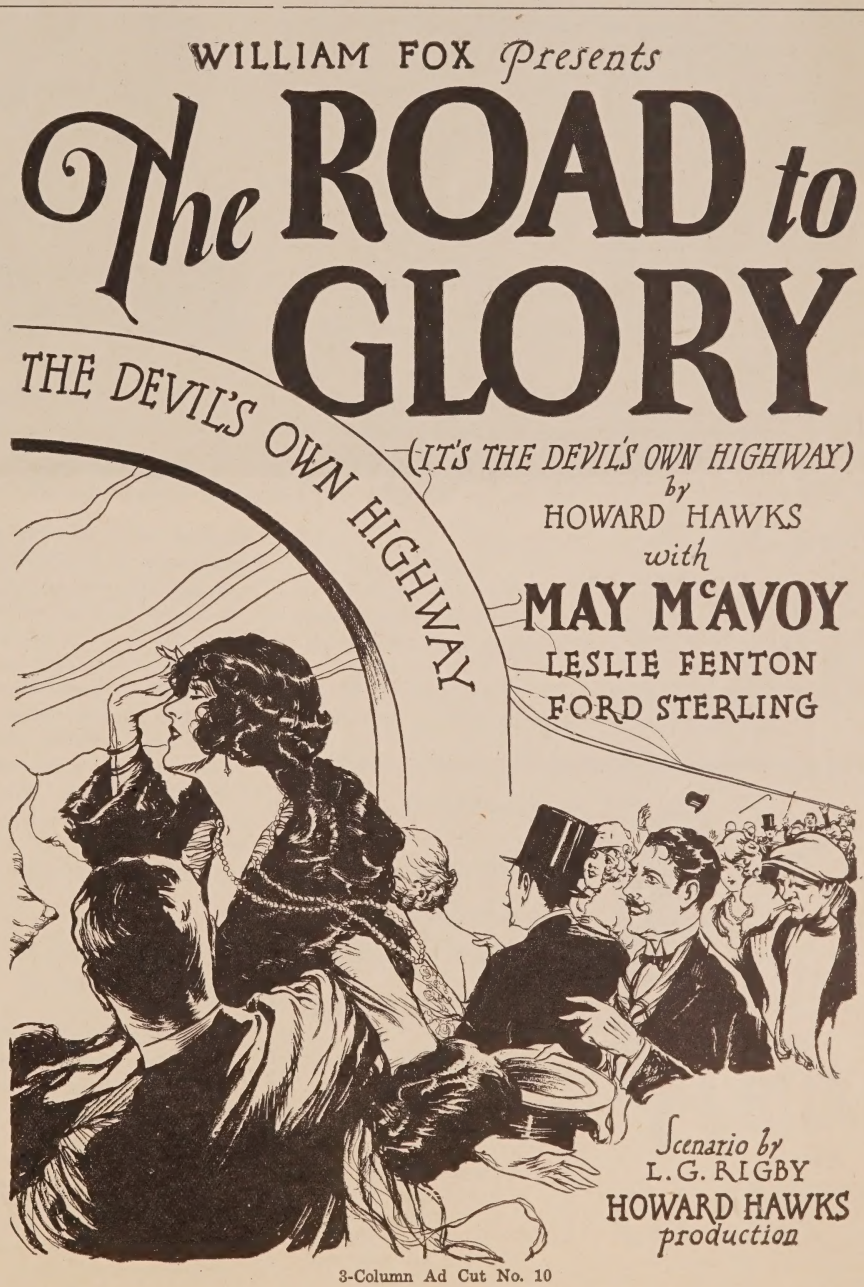
Constant and unswerving, however, is the love of her fiance. She is loathe to accept his devotion and to allow him to share the dark life before her. Instead she denies that she reciprocates his affection and decides to devote the short time left to leading a high-speed existence by which to show her contempt for those things which she once respected.

Another suitor, less sincere, helps her to accomplish this but learning of the affliction that threatens her, he deserts her entirely. The story here gains added impetus through a series of exciting happenings in which chance returns to her all those things it had taken away and unites her with the man whose devotion is so sure.

The lesson that love and faith point to the road to glory is, then the substance of the plot. There is action and unflagging heart interest from first to last in this production. It is capably played, admirably directed and should not fail to be appreciated by every fastidious theatregoer in this city.

To May McAvoy falls the greater share of the dramatic moments in the story. She handles each situation with a keen sense of its meaning and value, and gradually builds up one of the finest feminine characterizations ever shown on any screen. Ford Sterling acquits himself extremely well as the father while Rockliffe Fellowes is completly convincing as the villain. Leslie Fenton fills the role of the girl's sweetheart with precision.

We have only praise for "The Road to Glory." It is commendable in every respect and we are glad to pass on the advice to all our readers not to miss this exceptional production.



3-Column Ad Cut No. 10

Exploitation Ideas For Your Profit

Window Display, Play On 'Chance'

Chance plays a big part in "The Road to Glory." This gives you an opportunity to cash in on it. Get a sporting goods store to display all the implements used in a game of chance. Cards, dice, chips, etc. The police department will loan you a roulette wheel seized in a raid. Label this wheel as a loan from the police department. The cards, chips and dice can be scattered and a placard with the following inscription would complete the tie-up:

CHANCE—
gave her happiness;
took it away,
then returned it.
SEE
MAY McAVOY
IN
"THE ROAD TO GLORY"
At the ..... theatre.
(Playdate)

"Road To Glory" Direction Signs

Here is a suggestion that costs very little, but will bring box office results. At street-crossings place signs with arrows pointing in the direction of your theatre. They will read:

THE ROAD TO GLORY

A few days later tack beneath them another sign with the name of your theatre and the playdate, and on the bottom:

It's the Devil's Own Highway!

TRAVEL—
"The Road To Glory"
It's the Devil's Own Highway!
With
MAY McAVOY
At the ..... theatre
A FOX PRODUCTION
(Playdate)

Suggestion for Advertising

1-Column Scene Cut No. 11

Charleston Craze Should Help You

Take advantage of the continued craze for the Charleston by inaugurating amateur dancers' night when prizes are offered not to the best individual performer but to the best couple doing the Charleston together. In "The Road to Glory" May McAvoy and Leslie Fenton give a spectacular Charleston exhibition. Still No. 26 shows them doing one of the most intricate steps. Have your local artist make a large reproduction drawing of this scene for display in your lobby to announce details of the Charleston contest.

Book of Braille In Store Window

It is doubtful if many in your city have ever seen a Book of Braille. It is a book, with raised letters, used by the blind. They are also put out as Bibles. Get one from the big book dealer, or perhaps the library in your town, and place it on display in any store window, centrally located. A placard will tie the idea with the picture. A book of Braille plays an important part in "The Road to Glory."

Tease Patrons Into Theatre

Teasers in newspapers are always great interest-builders, and bring more vividly to the movie patrons the next big attraction at your theatre. If you believe they are box office producers try this one:

It's the Devil's Own Highway!
What?
(Watch this space)

The Devil Lurks Just Around the Corner On—
THE ROAD TO GLORY
(Watch this space)

Tomorrow You Will Know
How to Follow
THE ROAD TO GLORY
Over the Devil's Own Highway!
(Watch this space)

WALK! TROLLEY! AUTO!
But Get to
The ..... Theatre
On (Playdate)
Where You Will Find
THE ROAD TO GLORY
It's the Devil's Own Highway!
with
MAY McAVOY
Leslie Fenton — Ford Sterling

A Town-Wide Hunt Attention Getter

Here's a merchant tie-up that can be worked into something really big in creating excitement about "The Road to Glory." It's worked like this. Line up say six stores (any convenient number will do). Advertise in the paper that these unnamed merchants in various locations will display numbered signs from one to six saying "This is Stop 1 on 'The Road to Glory'," and so on. Competitors for prizes must find the six stores, write down their names and deliver them to your box-office. The first six answers received win the prizes donated by the participating merchants.

Thematic Cue Sheet

In an effort to give the utmost service to exhibitors, Fox Film Corporation will supply a thematic cue sheet with every picture. This type of cue sheet has been found the most practical device to aid the orchestra directors in arranging music for picture presentation.

It is not only a cue sheet, but it furnishes eight bars of every number to give a definite idea of the music. If you do not have the music suggested, it will be easy to substitute appropriate numbers. Letters commenting on this new music service will be welcomed by Fox Film Corporation, West 55th St., New York City.

It's the Devil's Own Highway
But a Journey of Joy
At the.....Theatre
THE ROAD TO GLORY
with
MAY McAVOY
Leslie Fenton Ford Sterling
A FOX Production

Suggestion for Advertising

2-Column Ad. Cut No. 12

Here are Ideas that will Attract

Fashion Show Is Always Good

Cooperating with your leading dry goods merchant a fashion show can be arranged either as a stage feature or as a mammoth window display. Sell him the idea from the angle that beautiful May McAvoy, star of "The Road to Glory," is the best dressed girl in Hollywood and wears a complete and stunning wardrobe in this picture. The store will give you space in their announcements as follows:

For Women, Beauty and Style are
"THE ROAD TO GLORY"
MAY McAVOY
Star of the Fox Films
At the Strand
Is the Best Dressed Woman in Hollywood
You can be the Best Dressed in.....
See Our Fashion Show
At the.....Theatre
Tonight

If it is not feasible to work this show from the stage of your theatre, ask the store to devote two or more windows to it with tie-up cards. Style stills from "The Road to Glory" which will help you are: No. 2—negligees; No. 7—evening gowns; No. 15—street dresses; No. 17—riding habits. These stills can be obtained from your nearest Fox exchange.

Exchange Ideas On Exploitation

Exploitation ideas with a novel twist, which exhibitors have found successful, are welcomed by the Fox Film Corporation for publication in film trade papers. The originator will be given credit and a profitable exchange of ideas should result. Address Publicity Dept., Fox Film Corporation, West 55th Street, New York City.

1-Column Ad Cut No. 14

Cash In On American Curiosity; Try This Ballyhoo For Profits

A good street ballyhoo could be worked up along the lines of catering to the natural curiosity of the American public. Have you ever noticed that whenever an autoist stops on a city street, gets out and opens the hood of his motor, everyone stops to gaze at the hidden mysteries under that hood. Men, women and children watch until the hood is closed.

Try this one and you will find it a great attention-getter. Send out a man and woman in an attractive sport model touring car, or roadster. Have a sign prominently displayed as follows:

From Coast to Coast
Over
THE ROAD TO GLORY
It's the Devil's Own Highway!

This sign alone will attract attention. But at one of the busy spots in the centre of your city have the man stop, open the hood of his car, and stand gazing at the motor. Have the motor running, so that the people can see the wheels go 'round.

When it is thought that there are enough people around, have the woman pass out cards tying up the idea with the picture.

This can be worked any number of times in different parts of the city.

Trailers for "THE ROAD TO GLORY"

NATIONAL SCREEN SERVICE, Inc., with offices at 126 West 46th Street, New York; 845 South Wabash Ave., Chicago, and 1922 South Vermont Avenue, Los Angeles, or 294 Turk Street, San Francisco, furnishes trailers containing dramatic high lights for all William Fox photoplays. Trailers consisting of the main title and 75 feet of carefully selected scenes are available at a small cost.

You can obtain a regular monthly trailer service on Fox pictures at reduced rates by applying to one of the main offices of National Screen Service, Inc. This is a medium of exploitation that has proved unusually successful. You can use it to box office advantage.

Special care was given "THE ROAD TO GLORY" owing to the importance of the subject and the result is a trailerthat is bound to create untold interest.

Order direct from NATIONAL SCREEN SERVICE, INC.

Fine Tie-up with Salvation Army

There is a scene in the picture, "The Road to Glory," in which the Salvation Army plays an important part. In your city the Salvation Army at least once a week makes a street appearance. Get them to either carry a sign or allow a boy to carry one on which will read:

THE ROAD TO GLORY
Is Filled with Obstacles
The Goal is Worth-while
See the Picture
At the ..... Theatre

Idea for Tie-up With Town Bank

Get the principal bank in town to make up a special display card showing stills from the picture. A good tie-up line is:

Wealth Is
"THE ROAD TO GLORY"
TWO GOOD INVESTMENTS:-
Start A Savings Account With Us
and
See the New Fox Production
At the.....Theatre

1-Column Ad Cut No. 13

4-Column Ad Cut—Mats Only

POSTERS

ADVERTISING ACCESSORIES

CUTS and MATS—Complete assortment of ad and scene cuts and mats available for every purpose.

SLIDES—Two slides showing the big punch scenes from the production prepared.

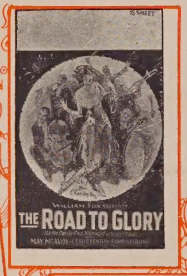
MUSIC—Thematic cue sheet available. See announcement on exploitation page.

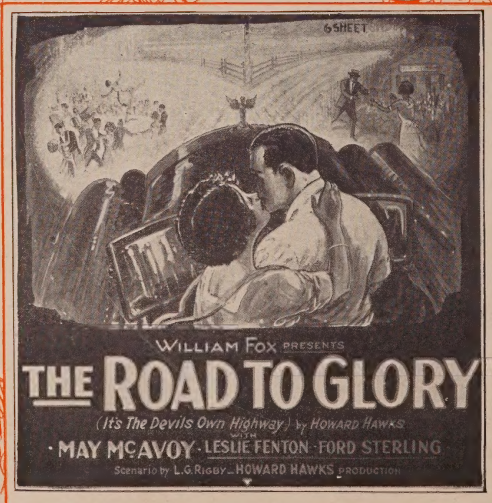
POSTERS—One 24 sheets; one 6 sheets; two 3 sheets; two 1 sheets; one half-sheet window card.

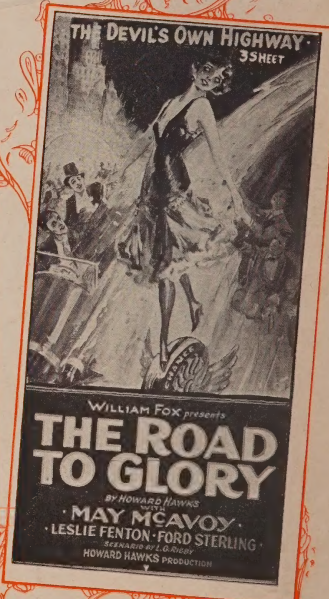
LOBBY PHOTOS—Set of seven 11 x 14's and title card; set of two 22 x 28's.

HERALDS—Artistic folder herald prepared for your use.

STILLS — Complete assortment of 8 x 10 black and white production stills available.




6 SHEET
WILLIAM FOX PRESENTS
THE ROAD TO GLORY
(It's The Devils Own Highway) by HOWARD HAWKS
-MAY McAVOY- LESLIE FENTON- FORD STERLING
Scenario by L.G. RIGBY HOWARD HAWKS PRODUCTION



PRINTED IN U. S. A.